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CONSUMER TIME

NETWORK: NBC DATE: May 30, 1942

ORIGINATION: WRC TIME: 12:15-12:30 AM-EWT

Produced by Consumers' Counsel Division of the Department of Agriculture, and presented in cooperation with United States Government agencies working for consumers.

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1. SOUND: CASH REGISTER . . RINGS TWICE . . CLOSE DRAWER.

2. NANCY: That's your money buying food.

3. SOUND: CASH REGISTER.

4. JOHN: That's your money paying for a home.

5. SOUND: CASH REGISTER.

6. NANCY: That's your money buying clothes . .

7. JOHN: Buying you a living in wartime.

8. SOUND: CASH REGISTER . . CLOSE DRAWER.

9. MONTGOMERY: This is Don Montgomery talking . . Consumers' Counsel in the Department of Agriculture in Washington.

Each week at this time we're on the air with CONSUMER TIME because you have asked us for facts. You want to know how to spend your money wisely . . how to make it work for war . . and how it can buy the health and strength and courage we need for victory. You ask us for facts.

Well, naturally, we don't have all the facts. No one does, but we're glad to give you what we have.

And now - for the war news of the week from our consumer reporter, Johnny Flynn ---

10. JOHN: And here it is - straight from Washington ---

11. JOHN: And that's abut all the important orders this week that affect you, your pocketbook, and your family living.

12. FREYMAN: Well, thank you, Johnny. We consumers want to keep right up with what's going on.

13. JOHN: I know you do, Mrs. Freyman, and that's just what we're here for. Any questions you want to ask us?

14. FREYMAN: Yes - last week you said you were going to introduce some seventh columnists on today's program. Where are they?

15. JOHN: Oh, you won't find them here in the studio. That is - I hope you won't.

16. FREYMAN: Then where will I find them?

17. JOHN: Well, that depends on who they are. Maybe you've met some of them already. Ever hear of Sally Socksnatcher?

18. FREYMAN: No, I don't believe I have.

19. JOHN: Well, you'll find Sally in practically any town or city of this country - - flitting from store to store - buying up all the fine stockings she can find ---

20. SOUND: FADE IN STORE SOUNDS, VOICES, OCCASIONAL PING OF BELL.

21. SALLY: (HARD) Yeah - six pairs of nylon ... What - you haven't got six pairs in my size? Gee! Guess I shoulda bought a whole dozen over at Kingleys....

22. JOHN: Sally knows there are only a few pairs to go around - and the more she buys, the fewer other people will have...

Hey - give me those three anyhow ---

Nerts! What do I care about other people? Expect me to go around looking like a ration card - in cotton and rayon? Huh! Not Sally Socksnatcher!

23. JOHN: That's nerts to Sally now. But later ---?

24. SOUND: FADE STORE.

25. FREYMAN: Maybe she doesn't realize we're all in this boat together, Johnny.

26. JOHN: Well, it's about time she found out. We're all in this war together too.

27. FREYMAN: Bet Sally'll feel pretty cheap in her nylons when everybody else is wearing cotton or rayon.

28. JOHN: Of course she will - if she's got anything to feel cheap with. But maybe she's just as bad as Herman Hoardem.

29. FREYMAN: Herman Hoardem... Who's he?

30. JOHN: Oh, you know Herman. The fat-faced guy who's got all that canned goods stacked up in his basement.

31. SOUND: CANNED GOODS BEING STACKED

32. HERMAN: (GOOFY, GREEDY VOICE) Gee - that makes twenty cans of peas I've got - and three dozen tomatoes - and fifteen cans of corn - and twenty-three cans of peaches - and fourteen cans of pineapple - and seventeen cans of baked beans and four dozen cans of soup - and twenty-two cans of tomato juice - and five cans of cinnamon - and six of pepper and- thirteen cans of spaghetti ... Gee - look at 'em! All piled up around me! No starvation diet for Herman Hoardem! No sirree! Cans all piled up like skyscrapers ---

33. JOHN: He's cleaned the cans right off his grocer's shelves.

34. JOHN: Herman knows that tin is war material - and that America hasn't got much of it - and that we're all supposed to cut down on the cans we buy... but that doesn't bother Herman.

35. JOHN: Watch out, Herman ---

36. JOHN: Watch out!

37. SOUND: A CAN TOPPLES TO CEMENT FLOOR.

37A. HERMAN: Hey - they're falling!

37B. SOUND: MORE CANS FALL.

37C. HERMAN: Hey - ouch! Help!

37d. SOUND: GREAT DOWNFALL OF CANS.

FADE.

38. JOHN: And he'll be yelling just as loud when his can are all gone. Herman's the kind of guy that squawks the loudest when he has to get along without.

30. FREYMAN: Serves him right, Johnny Don't you think it's his own fault?

40. JOHN: Sure - our supply of things would last a lot longer if people like Herman Hoardem didn't take more than their share. But you can't tell Herman that. He's just as dumb as Willy Wearitout.

41. FREYMAN: Is Willy a seventh columnist too?

42. SOUND: CAR APPROACHING AT TOP SPEED

43. JOHN: He certainly is. Say - that looks like Willy coming now!

44. WILLY: (OFF) Wheeeee!

45. SOUND: COMING RIGHT ON MIKE - SUDDEN SCREECH OF BRAKES, WHINE OF TIRES.

46. JOHN: Sixty miles an hour - slam on the brakes - skid a mile - that's Willy!

47. WILLY: (LOUD SMARTY ALECK. FADES IN LAUGHING) Scared ya, didn't I? (LAUGHS) Boy oh boy - did ya see me go!

48. JOHN: What's a war in the Pacific to him?

Sure I know tires are scarce - and they'd last twice as long at thirty as they do at sixty - but I'm gonna enjoy 'em while I've got the chance.

49. JOHN: Willy thinks all the rubber in the world was grown and made for him. When he discovers it isn't ----

What am I gonna do when these are gone? Say, listen - (LOW CONFIDENTIAL) I know a guy who knows a guy on the rationing board - see? He'll get me a priority...(FADING) Sure - it's a cinch.

50. JOHN: Won't Willy be surprised when he finds he can't get any more tires! Just like Susie Smoothy, he's trying methods that just won't work in wartime America.

51. FREYMAN: Susie Smoothie ... What does she do?

52. JOHN: Oh, Susie's the kind of gal who thinks she's cute when she's really a culprit. You'll find her in nearly every store --- and even at the corner gas station ---

53. SUSIE: (SUGARY) Please - won't you please sell me some extra gasoline?

54. JOHN: Trying to get more than her share.

You wouldn't be so stingy - now, would you? You don't <u>look</u> like a stingy man.

55. JOHN: Cooing into the clerk's ear.

Not even one itsy bitsy gallon of gas?

56. JOHN: That's it, Susie - flutter those eyelashes at him. Look helpless.

(CONFIDENTIAL) Listen - I'm willing to pay more than the ceiling price ---

57. JOHN: Ah - not so helpless after all!

(INDIGNANT) What do you mean, it's not legal? This is a free country, isn't it? And if I want to buy more gas ---

58. JOHN: Yes, Susie it's a free country, but it wouldn't stay like that very long if you and your friends could have <u>your</u> way about it.

59. FREYMAN: Wouldn't you think, Johnny, they'd do everything they can to <u>help</u> at a time like this?

60. JOHN: Not Susie Smoothy. And there's another friend of hers you ought to meet ---

61. FREYMAN: Another one!

62. JOHN: Yeah, and you'd better watch out for him. His name's Willoughby Wiseguy.

63. FREYMAN: What's he look like?

64. JOHN: A city slicker. Flower in his buttonhole, maybe a cigarette holder - pointed moustache ---

65. SOUND: SNEAK IN CITY NOISES, HELD DOWN.

66. FREYMAN: Sounds like a confidence man.

67. JOHN: To the best of Willoughby's knowledge, he's just a guy who's not a sap ---

68. WILLOUGHBY: (OILY, CONFIDENTIAL) Think they can make me scrimp along on half a pound of sugar and three gallons of gas? Huh! Not Willoughby Wiseguy.

69. JOHN: No one knows so well his way around town, around laws, and around people.

How do I do it? Why anybody but a sap can do it.

70. JOHN: Flatter him, and he's apt to tell you how ---

71. JOHN: Sure - Willoughby's a pushover - if you just flatter him a bit. He'll tell you how to beat the law. But if you get caught.

(WILLOUGHBY: (CONT'D) (PLEASED) Huh? Well, maybe I <u>am</u> a little smarter than most people. (GROWING CONFIDENTIAL) And this is the way I manage - see? I know a place down on...(MUTTERS QUIETLY)

<u>72. SOUND: POLICE WHISTLE, OFF APPROACHING.</u>

73. WILLOUGHBY: (TURNING OFF) Huh! <u>You're</u> the <u>sap</u>!

<u>74. SOUND: CITY NOISES FADE.</u>

75. FREYMAN: But Willoughby Wiseguy's a criminal - isn't he, Johnny?

76. JOHN: Not a real criminal - not as real, that is, as Toughie Sneakgoods. Back in the days of prohibition, Willoughby was the fellow who always knew where to get a drink. Toughie was the one who sold it to him.

77. FREYMAN: A bootlegger?

78. JOHN: In the minor league. He bought his stuff from the big bootleggers. We all knew guys like Willoughby and Toughie back in the old days. In fact, some of us thought it was kind of smart ---

79. FREYMAN: But we weren't at war then.

80. JOHN: Right - we weren't at war. And things that seemed funny back in '29 are darn serious right now.

81. FREYMAN: You mean that people today are bootlegging things?

82. JOHN: A few of them are. More of them probably will be if the rest of us don't guard against them.

83. FREYMAN: But how can we tell who to guard against?

84. JOHN: Oh, you'll know Toughie Sneakgoods all right. He's got cat's eyes and can smell out any illegal market. And his voice - well, maybe he'll call you on the phone ---

85. SOUND: TELEPHONE RINGS. PHONE LIFTED FROM CRADLE.

86. WOMAN: (ON CAST MIKE) Hello?

87. TOUGHIE: (ON FILTER) (VOICE LOW, INSINUATING) Hello . . . Say, lady - How'd ya like to buy some sugar?

88. WOMAN: Why, I buy mine at the grocery - with ration stamps.

89. TOUGHIE: I mean some <u>extra</u> sugar - or maybe an automobile tire ---

90. WOMAN: Say, what is this?

91. JOHN: (CLOSE TO MIKE, SOTTO) Toughie works his markets alone, but when he gets home he'll invite you to share in his spoils.

92. TOUGHIE: (SMOOTHLY) I just wanta help ya out. If ya need anything, all ya gotta do is tell me, an' I'll bring it around.

93. WOMAN: But where do you get it?

94. TOUGHIE: (GETTING TOUGH) None o' your business where I get it.

95. JOHN: Toughie never lets you in on his secrets ---

Either ya want it, or ya don't.

96. WOMAN: Who are you? (PAUSE) Tell me!

97. SOUND: CLICK AT OTHER END OF WIRE.

98. WOMAN: Hello? Hello ---?

99. JOHN: Toughie will let you out of sharing if you get too inquisitive.

100. FREYMAN: But my goodness, Johnny - he's really working with the enemy!

101. JOHN: Right. But bootleggers can't exist, you know, unless somebody buys their stuff. And trading with them is like trading with the enemy. You ought to report a bootlegger same as you'd report seeing an enemy parachuter.

102. FREYMAN: He's a real seventh columnist!

103. JOHN: The others are just as real - though they may not seem so dangerous. Take Rita von Ritz, for instance ---

104. FREYMAN: Rita von Ritz? Still another one?

105. JOHN: Yeah - one of those old dowagers built like a pouter pigeon. Rita looks at the world over the tip of her nose.

106. RITA: The idea, my dear - expecting me to do a tradesman's job - walking to market, carrying my bundles home, saving paper!

107. JOHN: Not her! Not Rita von Ritz!

Humph! Why, it's outrageous!

108. JOHN: And how about the ration, Rita? Suppose you want a new car - and can't buy it, because you haven't got a priority?

109. RITA: Humph! I'd like to meet the person who'd refuse good money for anything I choose to buy! Would he lose my trade! Humph!

110. JOHN: Humph, yourself!

111. FREYMAN: Oh, I don't think anyone's acting quite that bad, Johnny.

112. JOHN: Well, I'm glad to say not many are. But there are plenty acting like Ruthie Rumormonger.

113. FREYMAN: Is she the kind that goes around blabbing?

114. JOHN: Yeah - like a she Donald Duck. Tie her tongue in the middle, and it wags at both ends!

115. RUTHIE: (CONFIDENTIAL TONE, BUT NOT QUIET) My dear - have you heard ---? Oh, my isn't it dreadful?

116. JOHN: She's just dying to tell you the latest.

Well, you know - they say --- And what do you think they're going to ration next?

117. JOHN: Ruthie Rumormonger.

But I <u>know</u> it's true. I heard it straight from Sally Socksnatcher ..... Well, no - I haven't any actual <u>proof</u>, but -

118. JOHN: And Ruthie would be positively insulted if you didn't believe her.

Well, of all things! Well, really ---! WELL, you'll be sorry when you get left out. As for me, I'm going right down to the store this minute and buy up all I can!

119. JOHN: Ruthie Rumormonger - one of the eight seventh columnists. Look them over. Recognize anyone you know?

120. FREYMAN: Johnny - you - you don't mean me ---?

121. JOHN: Oh, of course we don't mean you, but - look them over ---

122. SALLY: Nerts! What do I care about other people? Expect me to go around looking like a jerk - in cotton and rayon stockings? Huh! Not Sally Socksnatcher!

123. HERMAN: (GREEDILY) No starvation diet for Herman Hoarder! Twenty cans of peas - three dozen tomatoes - fifteen cans of corn - GRADUALLY FADES OFF) fourteen cans of pineapple - seventeen cans of baked beans - four dozen cans of soup ---

124. WILLY: (RUSHING IN, AS HERMAN STARTS FADE, OVERLAPPING) Wheeeeee! Boy oh boy - did ya see me go!. I'm gonna enjoy my tires while I've got 'em. Willy Wearitout - that's me!

125. SUSIE: (CLOSE AND COOING) Haven't you some extra gasoline for Susie Smoothie? I'd be willing to pay more than the ceiling price ---

126. WILLOUGHBY: (OILY) Think they can make me scrimp along on the ration? Huh! Not Willoughby Wiseguy. I'm no sap.

127. TOUGHIE: (ON CAST MIKE. LOW, THREATENING) Listen, lady - how'd ya like to buy some extra sugar? None o' your business where I get it ---

128. RITA: The idea - expecting Rita von Ritz to go walking to market - carrying bundles home - saving paper! Humph!

129. RUTHIE: (FADING IN) Oh, my dear - haven't you heard? Well, you know me - Ruthie Rumormonger. Why, I'd never breathe a word unless I knew it was absolutely true. And what do you think they're going to ration next? Well, no - I haven't any actual proof, but --- (SHE GOES RATTLING OFF) I had it straight from my friend who heard it from her sister's husband's cousin who heard that ---

130. JOHN: (AS SHE FADES) Look them over. Of course we don't mean you, but - are you sure?

131. FREYMAN: Well, I - I'll have to think about it.

132. JOHN: I don't suppose there's anybody in this country - any real loyal American - who'd do things to help Hitler defeat us. That is - if he knew he was helping Hitler.

133. FREYMAN: But what can we do to stop this sort of thing, Johnny?

134. JOHN: Well, suppose we call on our Consumers' Counsel to answer that. He knows the whole background of this thing - which I don't. Mr. Montgomery - would you tell us how we can rid this country of seventh columnists?

135. MONTGOMERY: Well, I'm counting on Sam and Mary Jones to do that.

136. FREYMAN: Sam and Mary Jones ---??

137. MONTGOMERY: The real, genuine, plain Americans. They're the backbone of this country. They've listened to the President over the radio. They know what we have to do to win this war. They don't want to take any chances with defeat. What the Government asks them to do, they intend to do - and they aren't looking for any loopholes, either.

When they hear rumors, they don't believe them or repeat them. When they hear other people are violating this or that order, or getting away with this or that - they think, so much the worse for them. They haven't been hoarding, even though some grocery shelves look bare.

(MORE)

And now that Government has stepped in to control prices - something they've been wanting Government to do - they're going to make sure it works fairly and squarely for all.

They're good consumers - Sam and Mary. They watch their bills. They ask for sales slips, so they're sure of what they get and what they pay for. They watch the quality of the goods they buy. They're watching price ceilings every day - and learning how they work - 'cause they know that if they do work they'll mean a better life and better living for all of us here in America.

And if the Government asks us to do still more to keep prices in line, and food on the table, and goods going to the people who need them - why, you can count on Sam and Mary. They'll be right in there pitching. So - good for Sam and Mary. The Socksnatchers and Wiseguys and the rest of them had better watch out.

138. FREYMAN: Well, I'm still going to make sure, Mr. Montgomery, just the same - whether I'm a Mary Jones or one of the other kind.

139. MONTGOMERY: It's a good idea, Mrs. Freyman - for all of us to make sure - and to go on making sure, checking up on ourselves as long as this war lasts.

140. JOHN: And if you'd like a rogues' gallery of those seventh columnists to check up against ---

141. SOUND: PAGES TURNING.

142. FREYMAN: What's that - a new issue of "Consumers' Guide."?

143. JOHN: Just out. And here are all their pictures ---

144. FREYMAN: Oh - those clever cartoons again! (LAUGHS) Look at Rita von Ritz! She's wonderful!

145. JOHN: There's lots of good stuff in this "Guide." See here - on page ten ---

146. FREYMAN: "Victory Food Specials ---" And - what are these calendars, Johnny?

147. JOHN: One lists fruits - the other, vegetables. They'll tell you just when various foods should land on the market and be low in price.

148. FREYMAN: Say - this is a grand thing to have!

149. JOHN: And here's another part you'll be interested in - all the facts on price ceilings.

150. FREYMAN: Say, Johnny - I want a copy of this "Consumers' Guide."

151. JOHN: Okay. Just drop a postcard to us at the Consumers' Counsel - Department of Agriculture - Washington, D. C. - giving your own name and address.

152. FREYMAN: I'll do that. And if I tell you my mother's name and address, too, will you send her a copy?

153. JOHN: Indeed we will. Just say you'd like her to receive the June issue of "Consumers' Guide."

154. FREYMAN: The June issue.

155. JOHN: That's it. And tell us the call letters of the radio station over which you heard this program. We like to have that information.

156. FREYMAN: Done. And now, Mr. Montgomery - what's on the docket for next week's CONSUMER TIME?

157. MONTGOMERY: What would you consumers like to hear about?

158. FREYMAN: We'd like to hear the truth about tires and gas. Are we going to be able to get them - or aren't we?

159. MONTGOMERY: Well, there's a lot more to that question than you think, Mrs. Freyman. In fact, the whole business of transportation is pretty serious.

160. FREYMAN: Well, couldn't you give us some kind of explanation? We've heard so many different stories. Now we'd like the facts.

161. MONTGOMERY: All right - we'll give you the facts. The facts on transportation - for next week's CONSUMER TIME.

162. FREYMAN: Good!

163. ANNOUNCER: And remember - for your copy of "Consumers' Guide," [illegible] with its fruit and vegetable calendars, send a postcard to the Consumers' Counsel - Department of Agriculture - Washington, D. C. Just tell us you want the June issue - and give us your own name and address and the call letters of the radio station to which you are listening.

Next week CONSUMER TIME will bring you more valuable facts from your Consumers' Counsel in the Department of Agriculture, presented in cooperation with Government agencies working for consumers.

Heard on today's program were Frances Adams, Ken Banghart, Nell Fleming, Johnny Flynn, Evelyn Freyman, Nancy Ordway, Whit Vernon.....

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